Cultural and Creative Strategy Review

Bath & North East Somerset
2015-2020
Culture and creative industries: economic strategy

**Arts and Culture** as a Core Sector

**Creative and Digital** as a Key Sector --- for growth and job creation.

**Economic Strategy Review aims**

- More residents and workers participating in cultural activity
- 20% increase in local residents attending events
- Improved health and wellbeing for local residents and workers
- More sustainable local cultural businesses
- 20% increase in local residents attending events
- Improved health and wellbeing for local residents and workers
- More sustainable local cultural businesses
Strategy development

Research and consultation...

Four core priorities identified for creativity and culture in B&NES

1. Increase the **quality and visibility** of our creative activity

2. **Increase** the availability and range of **workspace and exhibition space**

3. Grow and **deepen public engagement** and providing opportunities for trans-generational creative and cultural engagement

4. **Maximise economic and social value**

THEMES  \rightarrow  ACTIONS

Over 150 organisations contributed to the consultation process
From consultation to action

Ambition and activity:
World-class culture
Creative economy
City identity and B&NES

Audiences and participation:
Visibility and discoverability
Audiences and engagement
Children and young people
Nurturing talent

Infrastructure and connectivity:
Venues and work spaces
Collaborative networks
Financial sustainability and infrastructure
IMPLEMENTATION

Cultural and Creative Investment Board (CCIB)

- Provide ethically-robust, diverse, sustainable governance
- Support the development of culture and the creative industries
- Identify strategic priorities and possibilities for investment
- Facilitate cross-department funding and working within the Council on major projects
- Implement the strategy and prioritise short and long-term goals, set targets and milestones
- Work with key cultural organisations, locally, regionally and nationally, to develop transformational projects
- Attract and coordinate where necessary external funding for cultural projects
- Identify and facilitate large-scale opportunities e.g. major national and international bids
IMPLEMENTATION

Cultural and Creative Bath Partnership (CCBP)

A new group bringing together Creative Bath, Cultural Forum and The Guild Co-working Hub to:

- **Represent the sector** to the CCIB
- **Coordinate activity** across the sector
- Help facilitate the **sharing of expertise**
- Develop ideas, **collaborations and connections**
- Identify areas for **research** e.g. audience, impact measurement, creative industry cluster mapping
- Collate and **communicate feedback from the CCIB**, and from specialist groups and individuals
- **Foster a collegiate and collaborative approach** among culture sector enterprises
- Be **supported by B&NES Economy & Culture Team** in coordinating the promotion of sector networks and specialist groups